

The development of cooperation and academic exchanges: suggestions for improvement of sino-ukrainian experience

*Yixuan Wang*¹

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Annotation. The article is devoted to the study of the practice of modern Chinese and Ukrainian universities in international cooperation and academic exchanges development. The analysis of scientific literature regarding the research problem has been conducted. The purpose of the article is to suggest the ways to improve international cooperation and academic exchanges between the universities of the People's Republic of China and Ukraine. Based on the conducted research, it is concluded that the exchange and cooperation in education for international students serve as a key indicator of a country's advanced education system and openness to the world. As a distinct group within higher education, universities should develop specific cultivation goals and educational methods tailored for these students. With the increasing educational exchanges between Ukraine and China, more Ukrainian students are showing interest in China, and interactions between teachers and students from both countries are becoming more frequent, thereby enhancing bilateral educational cooperation. To strengthen educational interactions between universities in both countries, it is essential to leverage government scholarships, increase the number of exchange students, establish a strong brand for educational cooperation, and boost the international visibility of higher education institutions. This will facilitate the better implementation of international education exchange and cooperation programs. In summary, international exchanges and cooperation among universities are crucial for advancing the internationalization of universities and serve as a key metric for their international development. As Ukraine and China continue to enhance their educational exchanges, both countries are encouraging teachers to develop international educational programmes in popular specialities such as engineering and medicine. This not only shapes the future direction of education but also helps universities achieve educational excellence. Cultivating high-level, innovative talents with international perspectives and competitiveness is a shared goal of educational cooperation between the two countries.

Keywords: international cooperation, academic exchanges, university, suggestions for improvement, China, Ukraine, Sino-Ukrainian experience.

Розвиток співпраці та академічних обмінів: пропозиції щодо покращення китайсько-українського досвіду

Анотація. Стаття присвячена вивченню практики сучасних китайських та українських університетів щодо розвитку міжнародного співробітництва та

¹ Wang Yixuan, the post-graduate student of the Department of Pedagogy and Innovative Education, Lviv Polytechnic National University, ORCID: <https://orcid.org/0009-0007-6816-2240>

академічних обмінів. Проведено аналіз наукової літератури з проблеми дослідження. Мета статті – запропонувати шляхи вдосконалення міжнародного співробітництва та академічних обмінів між університетами Китацької Народної Республіки та України. На основі проведеного дослідження зроблено висновок, що обмін та співпраця в освіті для іноземних студентів є ключовим показником прогресивності системи освіти країни та відкритості до світу. Університети повинні розробити конкретні цілі вдосконалення та освітні методи, адаптовані до цих студентів. Разом зі збільшенням освітніх обмінів між Україною та Китаєм все більше українських студентів виявляють інтерес до Китаю, а спілкування між викладачами та студентами з обох країн стає дедалі частішим, що сприяє розширенню двосторонньої освітньої співпраці. Щоб зміцнити освітню взаємодію між університетами обох країн, важливо використовувати державні стипендії, збільшити кількість студентів по обміну, створити міцний бренд для освітньої співпраці та підвищити міжнародну видимість закладів вищої освіти. Це сприятиме кращій реалізації програм міжнародного освітнього обміну та співпраці. Таким чином, міжнародні обміни та співпраця між університетами мають вирішальне значення для просування інтернаціоналізації університетів і служать ключовим показником їхнього міжнародного розвитку. Оскільки Україна та Китай продовжують розвиток співпраці з метою збільшення академічних обмінів, обидві країни заохочують викладачів до розробки міжнародних освітніх програм за популярними спеціальностями, серед яких як інженерія та медицина. Це не лише визначає майбутній напрямок освіти, але й допомагає університетам досягти досконалості. Культивування інноваційних талантів високого рівня з міжнародними перспективами та конкурентоспроможністю є спільною метою освітньої співпраці між двома країнами.

Ключові слова: міжнародне співробітництво, академічні обміни, університет, пропозиції щодо вдосконалення, Китай, Україна, китайсько-український досвід.

Introduction

In contemporary times, there is a growing recognition of the importance of modernizing education and the critical role of science and technology in national revitalization and talent fortification. The competition for talent development and educational resources is intrinsically linked to the escalating global competitiveness. In today's multipolar world, education is increasingly oriented towards globalization. The cultivation and training of talent, along with the enhancement of educational development, are pressing issues that universities globally must address.

Universities often organize faculty and student participation in international exchange programs, foster development cooperation between institutions, and engage in various academic exchanges to improve operations and advance institutional development. Furthermore, these activities help establish the academic framework necessary for nurturing innovative talent with a global perspective.

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The formulation of article purpose. On the basis of the completed research, to suggest the ways to improve international cooperation and academic exchanges between the universities of the People's Republic of China and Ukraine.

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Results

y International cooperation and educational exchanges between Ukraine and China are well-established legally and have various channels, though there are areas that require ongoing improvement and enhancement. Since diplomatic relations were established, cooperation has been increasing, but it remains at a moderate level overall. There is a need to further strengthen

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cooperation and exchanges to foster a conducive environment for the advancement of international education between the two nations and to continue expanding the potential and opportunities for collaboration. The educational systems and resources of Ukraine and China complement each other well, and the foundation of their cooperation is strong, with a mutual understanding already in place.

With the rise of a knowledge-based economy and the benefits of education and human resources, countries are increasingly competing for comprehensive national power [1; 2]. Consequently, Ukrainian and Chinese universities need to establish a long-term, stable, and effective cooperation mechanism. This involves expanding mutual benefits and complementarities, providing opportunities and facilities for collaboration, leveraging future educational development potential, and broadening the scope of academic exchanges. It is essential to identify the most effective cooperation methods within existing partnerships, implement mutually beneficial academic exchange programs, continuously expand cooperation, and enhance the level of collaboration. This gradual approach aims to achieve a high level of comprehensive cooperation within the education system.

The creation of intermediary organizations to support the implementation of cooperation and exchange projects is a common international practice [4]. Currently, it is an essential strategic tool for educational and academic exchanges between Ukraine and China. Both countries have their own strengths in educational and academic development. For high-profile and large-scale universities, multiple information channels allow for quick and direct cooperation without intermediaries. However, many small and medium-sized colleges and universities in both countries lack the same strength and information channels as high-profile institutions. They require intermediary organizations to facilitate communication, broaden cooperation and exchange programs, identify potential partners and projects, and build mutual trust. Therefore, establishing various intermediary institutions involving scholars, social organizations, and diplomats, and widely sharing information, will make it easier to find suitable partners and cooperation projects, creating conditions and opportunities for increased cooperation in the future.

Enhancing exchanges and direct cooperation between local schools is a crucial strategy for both Ukraine and China. Following the liberalization of their education systems, local schools in both countries have gained significant independence and autonomy. To address regional development imbalances, both developed and underdeveloped regions are actively seeking partners and cooperative projects, both domestically and internationally, to reduce disparities [7].

During economic restructuring and reorganization, there are numerous opportunities for capital financing and technology transfer between the two regions [10]. Interaction between developed regions, as well as between developed and less developed regions, can foster strong alliances and mutual cooperation. Expanding exchanges and cooperation between Ukraine and China at the local level can also help address biases favoring the Western market, which often lacks many urgently needed projects. The widespread use of network information technology provides an effective platform for universities to engage in internationalization and offer online services to create new international education markets. As the process of networking education accelerates among universities, between universities and society, and across different countries and regions, many universities are offering degree and virtual courses online, conducting distance education and cyber-academic conferences, and collaborating on virtual schooling with universities in other countries. This expansion enhances the scope of education and encourages universities to participate more actively in internationalization.

Finding top-tier educational partners is challenging. To accelerate internationalization, many local universities have started hiring foreign teachers, initiating joint training programs with foreign universities, and engaging in various international exchanges and collaborations. However, it remains

difficult for these universities to assess the quality of the foreign teachers they hire and the prestige of the foreign universities they partner with. Simply increasing the number of foreign teachers and collaborations does not necessarily lead to greater internationalization. Many local universities face challenges in finding first-class educational partners due to funding limitations and their own conditions. Consequently, identifying world-class partners and enhancing the internationalization efforts of local universities remains a significant challenge for university foreign affairs staff. Both Ukrainian and Chinese universities have recognized this issue and have made adjustments to improve their foreign teaching resources.

The unique nature of foreign affairs work in colleges and universities often involves multiple departments, necessitating coordinated efforts across the entire institution [9]. Currently, most foreign affairs departments at both school and departmental levels in major universities are staffed by personnel from other administrative departments. These positions are often seen as formalities, with staff being assigned without professional foreign affairs training and frequently transferred. The number and quality of personnel vary significantly. Many faculty members have incorrect attitudes towards participating in foreign-related work, unclear objectives and tasks, and lack effective supervision and guidance. This results in an inability to identify and solve problems in foreign-related work promptly, and a shortage of faculty and management staff suited to the needs of an internationalized educational environment.

As society evolves, educational reforms deepen, and higher education becomes more internationalized, the connections between schools and various societal sectors and fields are expanding. School organizations must not only coordinate relationships within their own environment but also with relevant sectors, groups, or individuals in other countries, aligning with the trend of internationalization. Additionally, as schools gain more autonomy and resume independent management mechanisms, their reliance on educational administration and administrative directives will diminish. Schools must depend on their own strengths and communication activities for survival and development.

Foreign affairs management in colleges and universities plays a crucial role in this context. It serves as the primary interface for international contact and communication and acts as a vital bridge for international academic and cultural exchanges.

The management of foreign affairs in universities has become a crucial element in enhancing institutional operations, improving teaching quality, and supporting higher education reforms and the national strategy of development through science and education. It is also essential for the internationalization of universities. Local universities and colleges must promote internationalization while staying current and actively innovating to achieve sustainable development driven by internationalization. This aspect is central to educational development cooperation between the two countries.

Globalization has normalized the international exchange of technology and talent. Foreign universities often extend opportunities to China's top students and educators, while domestic universities face increasing competition in attracting students, strengthening faculty, building their brand, and improving education quality. When universities encounter challenges such as student crises, brain drain, and lagging discipline development, enhancing their competitiveness through international education becomes the essential path to overcoming these obstacles.

Firstly, universities face the pressure of fulfilling their social functions, which include talent cultivation, scientific research, and community service. These functions need to be strengthened through ongoing international exchanges, cooperation, and innovative development. Secondly, funding pressures arise due to insufficient government investment in higher education, making it challenging for universities to cope with rising education costs. Thirdly, employment pressures exist as the competitive job market not only affects graduates but also leads to constant reshuffling within universities. Lastly, the pressure of talent and technology is significant, as the stability of university faculties and disciplines depends on the institution's ability to provide a conducive environment for growth and a platform for

international integration. The development of university faculty and disciplinary strength hinges on the university's capacity to offer a supportive environment and opportunities for global engagement [6; 11].

People-to-people and cultural exchanges serve as a crucial bridge in international relations. To advance educational cooperation and academic exchanges between countries, it is essential to foster a sense of cultural identity. Cultural exchanges are the primary means of building these connections, which also support political and economic development between nations. Different audiences have varying needs and perceptions of Chinese culture, which should not be limited to surface-level elements like dragon and lion dances, paper-cutting, Chinese knots, and martial arts. There are deeper cultural values embedded within these traditions that are significant in China's modernization, internationalization, and scientific education.

Therefore, alongside educational cooperation, we should enhance the impact of language and cultural teaching and actively develop the cultural industry for the Ukrainian market. This includes sharing Chinese cultural and artistic works such as songs, dances, paintings, films, and TV shows that reflect contemporary themes. Both countries can translate and share distinctive classics and renowned works. For instance, the Ukrainian language department of China Radio and Television International is working to promote mutual understanding. The bilingual book "Chinese Historical Stories" has been well-received by children and adults in both Ukraine and China.

As cultural ties deepen, China's rich history, cultural resources, and scientific education will be showcased through music, animation, and film. This will help more Ukrainians appreciate and understand Chinese culture, encouraging them to study and exchange in China, and gain a comprehensive understanding of its development.

Ancient Chinese civilization continues to rejuvenate itself. Besides the renowned four great inventions, in May 2017, young people from 20 countries along the "Belt and Road" initiative identified the "Four New Chinese Inventions": high-speed rail, scan code payment, shared bicycles, and online shopping. These innovations are particularly advanced in China and have significantly influenced other countries. Recently, China has focused on effectively sharing its stories, spreading its voice, and fostering diverse cooperation. Comprehensive promotion of cultural fields naturally leads to educational cooperation. Presenting China in a way that resonates with Ukrainians will enhance the appeal of bilateral cooperation.

For Ukraine, academic cooperation and mutual benefits with China are closely linked to the Confucius Institutes. Utilizing the Confucius Institutes' platform is crucial for promoting cooperation. Since their global establishment, these institutes have sparked a widespread interest in learning Chinese among foreign friends. Competitions like the "Chinese Language Association" and "Chinese Bridge" have also attracted global participants eager to learn Chinese and explore Chinese culture.

China's "One Belt, One Road" initiative has garnered support from countries along the route and beyond. Among Xi Jinping's "five links"—policy communication, road connectivity, unimpeded trade, currency circulation, and people-to-people connectivity—the latter emphasizes exchanges and cooperation in the humanities, forming the social foundation for the initiative. Confucius Institutes must seize development opportunities, accurately define their roles, and promote cultural exchange and understanding between Chinese and other cultures. They should aim to become key platforms for cultural exchange along the "Belt and Road."

Operating overseas, Confucius Institutes teach Chinese and organize cultural activities locally. However, their role should extend beyond teaching; they should also serve as cultural exchange platforms, spreading Chinese culture within foreign cultural contexts. To enhance their operations and ensure sustainable development, many Chinese scholars are now focusing on evaluating the communication effectiveness of Confucius Institutes and discussing their communication strategies.

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Over the years, the Confucius Institutes in Ukraine have significantly advanced in teaching Chinese and promoting Chinese culture. They have become key platforms for cultural exchanges between Ukraine and China, strengthening the friendship between the two peoples. Many Ukrainians are eager to learn Chinese at these institutes, make Chinese friends, and immerse themselves in Chinese culture. For younger audiences, the Confucius Institutes in Ukraine can leverage new media platforms to disseminate information.

Given the open and interactive nature of social media, engaging young people through its strong interactivity and participatory features can enhance the Confucius Institutes' influence and interaction. As new media continually transforms communication and idea exchange, Confucius Institutes, as central players in 21st-century communication and cooperation, are exploring all facets of their development and improvement. To thrive in the new media environment, Confucius Institutes must adapt to and utilize new media characteristics to support their growth, focusing on brand communication and influence.

In addition to educational and research collaborations between mainland China and Ukrainian universities, there is a growing number of Ukrainian students and exchange students in the remote western Xinjiang region.

For instance, each year, dozens of exchange students from Xinjiang University of Finance and Economics, majoring in Chinese International Education, travel to Ukraine. Universities in China's Xinjiang region, along with Ukraine's Taras Shevchenko National University of Kyiv and V. N. Karazin Kharkiv National University, are enhancing their cooperation by addressing language barriers and expanding collaboration across various academic fields. This aims to foster high-level talent development through course teaching, scientific research projects, and internships.

However, there are significant challenges in the exchanges and cooperation between Ukrainian and Chinese universities. They lack deep mutual understanding and have limited substantive cooperation. The cooperative training of high-level talents is often confined to a single subject area, small in scale, and lacks diversity in its forms. Language barriers further limit the depth and breadth of these cooperative training programs.

The initial step for Chinese students studying in Ukraine involves language education. Before formally entering a Ukrainian university, students must complete a year of preparatory language education, which includes learning Ukrainian history, geography, and culture. This helps Chinese students quickly understand Ukrainian culture and history but also adds to the difficulty of high-level talent training programs. High-level educational exchange personnel often do not have the time to spend a year on preparatory studies and obtaining a preparatory diploma.

To address this, it is recommended to promote English education in the Kyiv region while developing essential Ukrainian language skills. Students should have the option to choose between Ukrainian or English in their pre-professional courses. The advantages and disadvantages of Ukrainian as a less commonly spoken language in China are notable.

Emphasizing the complementarity of languages between the two countries is crucial in language learning.

The image and quality of a nation's citizens significantly contribute to the country's overall image. Individual behavior can influence how Ukrainian nationals perceive China. Therefore, improving the quality of citizens through education and increasing investment in education is crucial. Additionally, establishing a supervision mechanism for Ukrainian overseas chambers of commerce is necessary to ensure honest business practices, promote public charities, uphold moral values, and enhance the overall quality of the population. This reflects the education level and quality of the Chinese people.

In his book "National Image Communication", Kun Zhang highlights several issues in China's foreign communication, primarily the high alignment between China's media system and its political context. This alignment makes it challenging for China's foreign communication media to adapt to the rapidly changing international landscape, often resulting in biased reporting. Environmental issues are among the most negative perceptions of China held by Ukrainian nationals.

Ukrainians are keen to learn about modern, authentic China, but their understanding is often shaped by the communicator's perspective and needs. In the fast-evolving Internet age, it is essential to enhance cooperation between Chinese and Ukrainian media, focusing on creating language media for Ukrainians and improving the originality, debut rate, and reach of news and information.

Additionally, based on this media cooperation, the future development of the Silk Road Economic Belt should be depicted in films and other cultural products that reflect China's current national conditions. These should be broadcast by Ukrainian partner media to help Ukrainians understand the mutual development and benefits of China-Ukraine cooperation, fostering people-to-people communication. Such cultural products will allow Ukrainians to learn about the promising future of bilateral cooperation, promoting mutual understanding. Media interaction between the two countries will also help reduce stereotypes that Chinese people may have about Ukraine.

Ukraine boasts a vast land area, abundant resources, and rich educational offerings in fields such as music, painting, and aviation. Its strategic location and affordable living costs make it an attractive destination for studying. Challenging the traditional view of Ukraine as backward and poor, enhancing the image of both nations and their kind, honest, and enthusiastic customs can improve mutual understanding of the academic environment and foster educational cooperation.

Additionally, educators from both countries should collaborate to develop international courses tailored to their educational strengths and continuously update these courses. Strengthening interactions and exchanges between teachers and students, and jointly developing courses in specialized fields, will help create effective solutions. Enhancing international talent training programs, sharing educational resources, and cultivating high-quality, innovative talents will facilitate mutual learning and integration of Chinese and Ukrainian cultures, thereby promoting international exchanges and cooperation among universities.

Conclusion

The exchange and cooperation in education for international students is a key indicator of a country's advanced education system and openness to the world. As a unique group within higher education, universities should develop specific cultivation goals and educational methods for these students. With the increasing educational exchanges between Ukraine and China, more Ukrainian students are showing interest in China, and interactions between teachers and students from both countries are becoming more frequent, enhancing bilateral educational cooperation. To strengthen educational interactions between universities in both countries, it is essential to leverage government scholarships, increase the number of exchange students, establish a strong brand for educational cooperation, and boost the international visibility of higher education institutions. This will facilitate better implementation of international education exchange and cooperation programs.

In summary, international exchanges and cooperation among universities are crucial for advancing the internationalization of universities and serve as a key metric for their

international development. As Ukraine and China continue to enhance their educational exchanges, both countries are encouraging teachers to develop international curriculum systems in key subjects like engineering and medicine. This not only shapes the future direction of education but also helps universities achieve educational excellence. Cultivating high-level, innovative talents with international perspectives and competitiveness is a shared goal of educational cooperation between the two countries.

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